



Media Kit

PRINT & ONLINE 2010

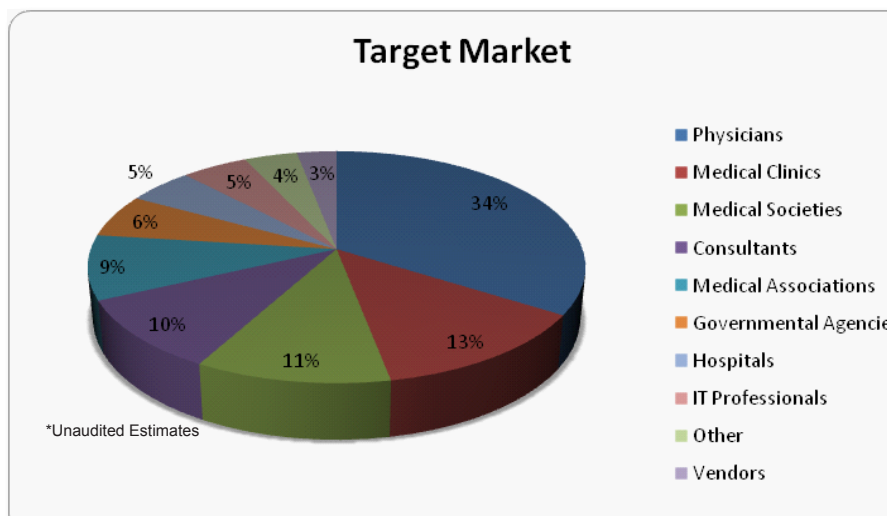
EHR Scope is the authoritative reference guide for Electronic Health Record (EHR) software and is available both in hardcopy and electronic formats. *EHR Scope* readers are physicians, office managers, and hospital administrators who are actively engaged in the process of selecting the right EHR for their organization. In addition to the *EHR Scope* publication, EHRScope.com is the industry's premier online EHR matching tool that greatly simplifies the process of selecting the best EHR for a given practice.

Each issue of *EHR Scope* contains a comprehensive snapshot of almost every commercially viable EHR, containing valuable selection criteria for each product. Included in *EHR Scope* are insightful, relevant and timely articles on topics such as clinical security, EHR usability, and EHR implementation, written by industry experts.

EHR Scope readers are:

- **Influencers:** 80% of readers surveyed say that *EHR Scope* was an invaluable resource for identifying EMRs suitable for their organization.
- **Engaged Readers:** 72% of readers surveyed have read at least three of their last four issues of *EHR Scope*. They spent 45 minutes on average with each issue. 94% of readers save their issues.
- **Experienced Professionals:** EHR Scope readers have on average 17 years of experience in the healthcare field.

EHR Scope is the industry's one-stop source for EHR implementation information and is uniquely positioned to bring your message to qualified decision-makers who are actively seeking an EHR Technology solution.



Approximate Print Circulation- 10,000
Approximate Online Circulation - 7,500


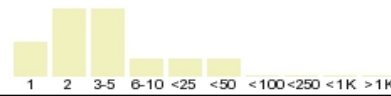
Print: EHR Scope Display Advertising Rates

| Display Ad Size | Width | Height | Rate |
|---------------------|--------|--------|-------|
| Full Page | 7.625" | 10.125 | \$995 |
| 1/2 Page Vertical | 3.5" | 9.25" | \$600 |
| 1/2 Page Horizontal | 7.25" | 4.625" | \$600 |
| 1/3 Page Vertical | 3.5" | 6.0" | \$450 |
| 1/3 Page Horizontal | 7.25" | 3.0" | \$450 |
| 1/4 Page | 3.5" | 4.5" | \$340 |

| Premium Ad Positions (per issue) | |
|----------------------------------|---------|
| Inside Front Cover | \$3,950 |
| Inside Back Cover | \$3,250 |
| Back Cover | \$5,500 |
| White Paper | \$750 |

Print: EHR Scope Compendium Listing Rates

| EHR Only Advertisement | 1x | 2x |
|-----------------------------------|-------|-------|
| EHR Compendium Listing (1/2 Page) | \$200 | \$300 |

| Prototypical EHR | | |
|--|--|--|
|  | | Prototypical EHR Version: 2.0 60 Suite 123 New York, NY 10010 Phone: (888) 555-4444 Fax: (888) 555-4444 http://www.EHRScope.com |
| Original Release Date: 2001 Current Release Date: January 2009 | | |
| <p>The ProtoTypical EHR is designed for the prototypical physician. It has all the features that you need, but doesn't have any features that you don't need. It is specifically designed for your specialty, but not for any others, no matter what specialty you practice. It only costs exactly as much as you'd like to spend, and that's why we call it the 'Prototypical EHR'.</p> | | |
| <p>The prototypical EHR is appropriate for any specialty, in our opinion. However, there are clearly some specialties for which it is more well suited such as Orthopedics. We consider the Prototypical EHR to be cost-effective, yet not quite as powerful as ...</p> | | |
| Target Market  | Practice Environment Unique Installations: The Prototypical EHR can be utilized in any (more) Facilities: ER, Urgent Care Market Segments: We have the largest number of installations very (more) | Structure <ul style="list-style-type: none"> ● Client/Server or ASP: ASP ● OS: Windows, Mac ● Database: |
| http://www.emrconsultant.com/emr/prototypical_ehr | | |

The image above illustrates an EHR listing in the magazine. Each listing includes: logo, company name, product name, version, address, release date(s), product description, specialties, target market, practice environment, structure and a link to your complimentary online EHR profile page.

Advertising Representative:
Lindsay Pine

Phone: 888.519.3100 ext. 115
Fax: 561.630.0375

Email: lindsay@ehrscope.com
Web site: www.ehrscope.com



| Publication Month | Timeline | EHR Scope Focus |
|--------------------------------|--|-----------------|
| Winter Edition October 2010 | Ad Close Date: December 16 Materials Due: December 31 | HITECH Act |

Mechanical Requirements

Trim Size: 8.5” x 11”

Binding Method: Perfect Bound

Bleed: Keep live matter 3/8” from top, bottom, and sides

Colors: All Pricing is based on 4-color advertisements

Send Advertising Materials to:
Advertising Team

Phone: 888.519.3100
Fax: 561.630.0375

Email: advertising@ehrscope.com
Web site: www.ehrscope.com

Electronic Requirements

All digital Greyscale and Color art should be at 300 DPI. The following digital file types will be accepted: TIFF, EPS, High Resolution JPEG. Vector artwork (i.e. Illustrator, Freehand, etc) should be saved in an EPS format with fonts and images embedded, or all images and fonts must be supplied. All screen and printer fonts must be provided. We will substitute with similar fonts if originals are not submitted. Text can be converted to outlines, but if proofing errors are discovered, new art may need to be submitted.

EHR Scope, LLC provides a wide variety of cost-effective online advertising opportunities. These range from banner advertisements on our site and on a growing network of Health Information Technology related sites, through Pay Per Click presence on our EHR Comparison page and Pay Per Lead opportunities through EMRConsultant.com, to very targeted email campaigns.

Email Campaign

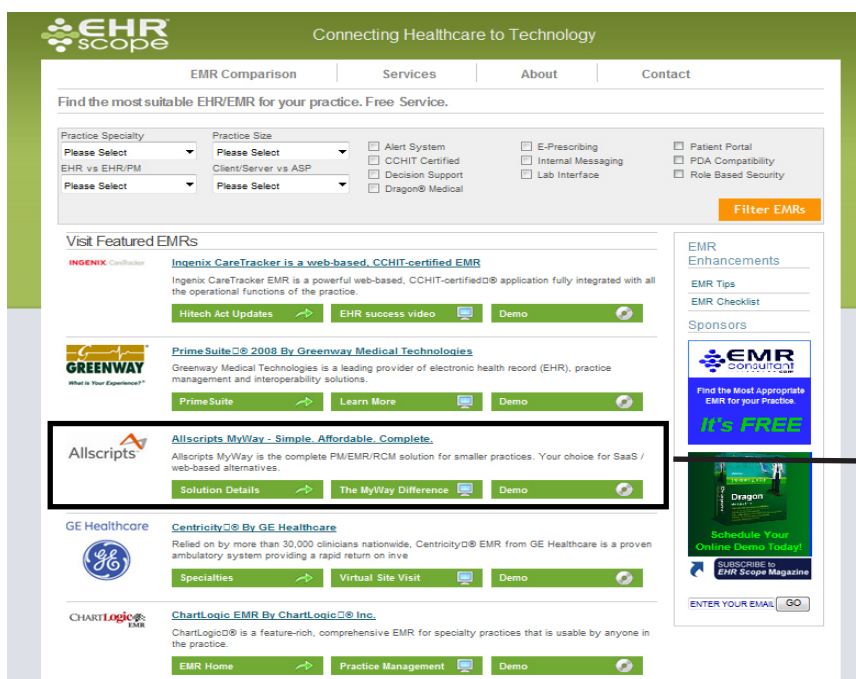
Email to the most qualified list in the industry. Email addresses of over 8,000 practices.
First Time: \$2,900 • Second and Subsequent Times: \$2,250

Pay Per Lead

As an EHR vendor, you can receive the most qualified leads in the industry through EMRConsultant.com at very cost-effective rates. Visit your EMRConsultant.com portal to register for our lead generation services.

Pay Per Click

EHRScope.com offers a simple, self-service solution for the medical community to filter through over 300 EHRs. As an EHR manufacturer, you have the ability to create a custom listing that contains your logo, product description as well as four links to increase traffic to your website.



The screenshot shows the EHR Scope website interface. At the top, there is a navigation menu with links for "EMR Comparison", "Services", "About", and "Contact". Below the navigation is a search bar with the text "Find the most suitable EHR/EMR for your practice. Free Service." and a "Filter EMRs" button. The search results are displayed in a grid format, listing various EMR products with their logos, names, and brief descriptions. The "Allscripts MyWay" listing is highlighted with a red box. To the right of the search results, there is a sidebar with sections for "EMR Enhancements", "EMR Tips", "EMR Checklist", and "Sponsors". The "Sponsors" section includes logos for "EMR Consultant" and "Dragon Medical".

Receive your EHR custom listing for as low as \$2.00 per click. Visit your EMRConsultant.com portal to sign up for your customized listing.

EHR SCOPE, LLC SITES

We realize that in this rapidly growing market, it is important to target physicians and HIT directors on a wide variety of Health Information Technology related sites. For this reason we have developed the EHR Scope Banner Advertising Network. Each affiliated site has its own banner parameters, including banner sizes and prices. Please consider the following as examples, and visit www.ehrscope.com/advertise for a self-service sign up system for each of the sites in the network. Each of the four following sites generate between 3,500 and 9,000 unique visitors per month.

| Banner Advertisement | Size | Rate/Month | Max File Size |
|----------------------|---------|------------|---------------|
| Medium Rectangle | 300x250 | \$250 | 40K |
| Half Banner | 234x60 | \$250 | 40K |
| Small Rectangle | 300x80 | \$125 | 30K |
| Small Box | 145x145 | \$125 | 30K |
| Leaderboard | 468x60 | \$125 | 40K |

****Please call for advertising rates on multiple sites.
All advertising rates are subject to change without notice.**

Location of Banner Advertisements:

EHRtv.com



EHRScope.com/blog



User's Group Meetings / Conferences / Corporate Profile

EHRtv will provide any/all original footage as well as edited footage for company's own marketing purposes. Client will receive editorial control before edited footage goes 'live.' Edited footage includes: executives and user testimonials to provide client promotional videos. Client will receive a channel on EHRtv where all of client's videos can be found. Cost based on 1 day of videotaping which will include up to 1 week of post-production time for each day of shooting. Please contact us pricing.

Executive Interviews

Client prepares an outline of what client is interested in discussing. EHRtv prepares the script. Interviews are done by appointment only and must provide a 10 day window. The studio time will be 1-2 hours and the length of the interview will be from 5 to 15 minutes. Makeup will be provided by EHRtv. EHRtv reserves the right to place non-competing advertisements on any page(s) of our site that would contain the video we produce, and similarly we reserve the right to place non-competing advertisements within the video itself. The EHRtv logo will appear in the bottom corner of each interview.

There are no costs associated if the interview takes place in EHRtv's studio in Palm Beach Gardens, FL. Travel and additional costs will apply if the interview takes place outside of our studios.

Reality EHRtv / Virtual Site Visit

The EHRtv crew will visit on-site during or after an implementation of an existing client of yours. EHRtv will interview various practice members including physicians, administrators, billing managers, nurses, etc. A comprehensive analysis video will be produced documenting the process of implementing your EHR and/or providing feedback once implemented.